



WPTV

ORDER

Print Date 10/15/12

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Flight Dates **10/18/12-11/05/12**

Contract / Revision **314596 /**

Original Date / Revision
10/12/12 10/12/12

Advertiser **Thomas Peterffy**

Agency **Thomas Peterffy**

Buying Contact

**One Pickwick Plaza
Greenwich, CT 06830**

Product

Thomas Peterffy

Agency Com 15%

Billing Contact

**One Pickwick Plaza
Greenwich, CT 06830**

Sales Office WPTVL

Sales Region LOC

Agency Ref

Order Sep 00:20:00

Estimate #

Alt Order #

Billing Type Cash

Order Type GENERAL

Billing Cycle EOM/EOC

Billing Calendar BROADCAST

Demographic A35+

Rev Codes POL POL ISS

Product Codes PL

Priority P-2

Advertiser Ref

Primary Account Executive
WPTV House

Account Executive	Order%	Start Date	End Date
WPTV House	100%		

Order Share 100% Market Value 40000

Competing Station	% of Order	Amount
CABLE	%	0
UNKWN	%	0
WFGC	%	0
WFLX	%	0
WPBF	%	0
WPEC	%	0
WPPB	%	0
WPXP	%	0
WTCE	%	0
WTCN	%	0
WTVX	%	0
WXEL	%	0

Order Totals

Month	# of Spots	Net Amount	Gross Amount	Rating
October 2012	3	\$17,000.00	\$20,000.00	0.00
November 2012	3	\$17,000.00	\$20,000.00	0.00
Totals	6	\$34,000.00	\$40,000.00	0.00

Billing Plan

Start Date	End Date	# Spots	Net Amount	Gross Amount
10/01/12	10/28/12	3	\$17,000.00	\$20,000.00
10/29/12	11/05/12	3	\$17,000.00	\$20,000.00

													<u>Totals</u>	
Ln	Ch	Start	End	Inventory Code	Break	Start/End Time	Days	Len	Spots	Rate	Pri	Rtg Type	Spots	Amount
N 1	WPTV	10/18/12	10/18/12	M-F 11-1135p M-F 11-1135p	CM	11-1135p	---T---	1:00	1	\$6,000.00	P-2	0.00 NM	1	\$6,000.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>		
Week:		10/15/12	10/21/12	---T---					1	\$6,000.00		0.00		
N 2	WPTV	10/24/12	10/24/12	M-F 6-630p M-F 6-630p	CM	6-630p	--W----	1:00	1	\$8,000.00	P-2	0.00 NM	1	\$8,000.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>		
Week:		10/22/12	10/28/12	--W----					1	\$8,000.00		0.00		
N 3	WPTV	10/25/12	10/25/12		CM	11-1135p	---T---	1:00	1	\$6,000.00	P-2	0.00 NM	1	\$6,000.00



Hiatus Dates

Order Sep 00:20:00

Estimate #

														Totals	
Ln	Ch	Start	End	Inventory Code	Break	Start/End Time	Days	Len	Spots	Rate	Pri	Rtg	Type	Spots	Amount
				M-F 11-1135p											
				M-F 11-1135p											
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>		<u>Rate</u>		<u>Rating</u>					
Week:		10/22/12	10/28/12	---T---		1		\$6,000.00		0.00					
N 4	WPTV	10/31/12	10/31/12	M-F 11-1135p	CM	11-1135p	--W----	1:00	1	\$6,000.00	P-2	0.00	NM	1	\$6,000.00
				M-F 11-1135p											
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>		<u>Rate</u>		<u>Rating</u>					
Week:		10/29/12	11/04/12	--W----		1		\$6,000.00		0.00					
N 5	WPTV	11/02/12	11/02/12	M-F 6-630p	CM	6-630p	----F--	1:00	1	\$8,000.00	P-2	0.00	NM	1	\$8,000.00
				M-F 6-630p											
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>		<u>Rate</u>		<u>Rating</u>					
Week:		10/29/12	11/04/12	----F--		1		\$8,000.00		0.00					
N 6	WPTV	11/05/12	11/05/12	M-F 11-1135p	CM	11-1135p	M-----	1:00	1	\$6,000.00	P-2	0.00	NM	1	\$6,000.00
				M-F 11-1135p											
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>		<u>Rate</u>		<u>Rating</u>					
Week:		11/05/12	11/11/12	M-----		1		\$6,000.00		0.00					
													Totals	6	\$40,000.00